

**AREA MANAGEMENT EVALUATION  
PUBLIC REACTION**

7 453H (Rev. 5-06) OPI 009

AREA 646	DIVISION BORDER	NUMBER
EVALUATED BY SGT. R. MARSHALL		DATE 07/25/2008

INSTRUCTIONS: Indicate items reviewed by placing a check in the "Evaluated" box and/or the "Action Required" box. If this form is used as a Correction Report, the "Correction" box should be initialed and dated as deficiencies are corrected. Answer individual items with "yes" or "no" answers, or fill in the blanks as indicated. If additional comments are necessary, the information can be placed on the CHP 454, Area Management Evaluation Supplement. The Supplement should include significant findings, accomplishments or corrective actions, unresolved items, problems or progress, and the evaluator's overall impressions. This form can be completed in pen or pencil, and the Supplement can be handwritten if desired.

TYPE OF EVALUATION <input type="checkbox"/> Formal Evaluation <input checked="" type="checkbox"/> Informal Evaluation		SUSPENSE DATE
FOLLOW-UP REQUIRED <input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Correction Report BY	COMMANDER'S REVIEW <i>H. John P. May</i> DATE 8/5/08
1. COMMUNITY OPINION		EVALUATED ACTION REQUIRED CORRECTED

a. How does the community as a whole feel about the Department? REFER TO ATTACHED NARRATIVE

(1) Do all sectors of the community have the same opinion?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
b. Has good rapport been established with leaders within the community?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
c. Do people believe the Department represents their best interests?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
d. Does the Department have the reputation of impartially enforcing laws?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
e. Do people in the community feel the Department is doing a good job?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
f. How does the reputation of the Department compare with other agencies in the area?	(Refer to attached narrative)

2. THE OFFICER AND PUBLIC CONTACTS	EVALUATED	ACTION REQUIRED	CORRECTED
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a. What procedures have been established to handle positive and/or negative comments by pleased/displeased motorists?

(Refer to attached narrative)

(1) What is the ratio of compliments to complaints?	
(2) Does it appear officers are making successful public contacts?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(3) Is recognition given to the complimented officers?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(a) How? (Refer to attached narrative)	
(4) Has an effort been made to determine why some officers are more successful at positive public contacts?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(5) Are officers with patterns of complaints provided with corrective training and direction?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
b. Based on information from the public appearing at the Area office to clear citations, what is the general opinion of Area officers?	
(Refer to attached narrative)	

(1) What is the opinion of the public appearing at court regarding Area officers? (Refer to attached narrative)

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(2) What, if any, other methods are utilized to determine public opinion of Area officers?

(Refer to attached narrative)

3. NEWS MEDIA	EVALUATED	ACTION REQUIRED	CORRECTED
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a. Have guidelines been established to foster harmonious relations with the new media?

☒ Yes ☐ No

(1) Does the media treat the Department favorably?

☒ Yes ☐ No

(2) Are media representatives satisfied with their relationship with the Department?

☒ Yes ☐ No

(a) Has good rapport been established between Area personnel and the media?

☒ Yes ☐ No

(3) Have personnel emphasized the Strategic Plan goals when possible and applicable?

☒ Yes ☐ No

b. Have procedures been established for the routine dissemination of accident/incident information?

☐ Yes ☒ No

(1) Is "Code 20" or a similar device used for more spectacular incidents?

☒ Yes ☐ No

(a) How are other kinds of news information disseminated to the media?

(Refer to attached narrative)

c. Are there specially prepared and coordinated programs to handle specific traffic problems?

☒ Yes ☐ No

(1) Are multi-lingual programs emphasized?

☒ Yes ☐ No

(2) Are public affairs press releases distributed to the public in a timely manner?

☒ Yes ☐ No

(3) Is there adequate media involvement at local Area events?

☒ Yes ☐ No

d. How are releases produced by headquarters distributed? (Refer to attached narrative)

(1) Is there follow-up to ensure releases are received in a timely manner, and meet the needs of the media?

☐ Yes ☒ No

(2) Who is responsible to monitor the media for items concerning the Department?

(Refer to attached narrative)

(a) Are significant items sent to headquarters?

☒ Yes ☐ No

(3) Are harmonious relations established and maintained with the media by the PAO?

☒ Yes ☐ No

(4) Are strategic goals emphasized at PAO/TMC activities?

☒ Yes ☐ No

4. SCHOOLS	EVALUATED	ACTION REQUIRED	CORRECTED
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a. Has the commander identified problems that should be resolved through the public affairs program?

☐ Yes ☐ No

(1) Who supervises the program?

☐ Yes ☐ No

(2) Is preplanning evident in the school program?

☐ Yes ☐ No

(3) Is the program designed and directed toward the solution of specific problems?

☐ Yes ☐ No

(4) Are activities discussed and planned with school administrators?

☐ Yes ☐ No

(5) Has the program been approved by the commander?

☐ Yes ☐ No

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(6) Does the program follow departmental priorities?

☐ Yes☐ No

(7) Are all grade levels included?

☐ Yes☐ No

(8) How is the success of the program measured?

(9) Is it successful?

☐ Yes☐ No

(10) Are activities coordinated in conjunction with Division recruitment efforts?

☐ Yes☐ No**5. PUBLIC AFFAIRS PROGRAM**

EVALUATED

ACTION REQUIRED

CORRECTED

a. Has the commander identified problems that should be resolved through the Public Affairs Program?

☒ Yes☐ No

(1) Does the Public Affairs Program reach all appropriate groups within the community?

☒ Yes☐ No

(2) Are ethnic groups' problems considered?

☒ Yes☐ No

(3) Are bilingual officers utilized?

☒ Yes☐ No

(4) Is the current Strategic Plan emphasized when and where appropriate?

☒ Yes☐ No

b. Does the commander keep the PAO fully briefed on current situations which may be newsworthy?

☒ Yes☐ No

(1) Does the PAO report directly to the commander on public affairs matters?

☒ Yes☐ No

(2) Does the PAO concentrate most of his/her efforts toward strategic goals other departmental concerns?

☒ Yes☐ No

(3) Does the PAO review the Strategic Plan quarterly?

☒ Yes☐ No

(4) What action does the commander initiate when the goals of the Strategic Plan are not adequately addressed?

(Refer to attached narrative)

(5) Is the PAO addressing issues assigned to him/her in a timely manner?

☒ Yes☐ No

c. Is the commander involved in public contacts?

☒ Yes☐ No

(1) Is membership maintained in a service club, safety council, etc.?

☐ Yes☒ No

(2) Does the commander accept regular speaking engagements, or are these delegated to subordinates?

(Refer to attached narrative)

(a) If experience is lacking, is the commander doing anything to correct this?

☐ Yes☐ No

(3) Are supervisors involved in the community?

☐ Yes☒ No

(a) Do they make public appearances?

☐ Yes☒ No

(b) Is training provided for those who lack experience?

☐ Yes☒ No

(4) Are all supervisors aware of strategic goals and the approach the public affairs program has taken towards them?

☒ Yes☐ No

(a) Are action steps being addressed in a timely manner?

☒ Yes☐ No

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d. Are all employees encouraged to understand and participate in public affairs programs?

☐ Yes☒ No

(1) Are employees given appropriate recognition for their involvement in community activities which enhance the image of the Department?

☒ Yes☐ No

(2) Are employees aware of the Department's Mentor Program as described in Management Memorandum 05-013, California Highway Patrol Youth Mentor Program?

☐ Yes☒ No

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(b) Based on the information from the public appearing at the Area office to clear citations, the officers are viewed as professional and reasonable. Officers are seen as agents who take serious the safety of the motoring public and make every effort to communicate well with the Spanish speaking motorists.

(b)(1) The opinion regarding officers expressed by the public appearing in court is that they are professional and courteous in their conduct with the public.

(b)(2) Other methods utilized to determine public opinion of Area officers is obtaining input/feedback from CHP Commercial Vehicle Inspection Specialists (CVIS's)

### 3. NEWS MEDIA

Due to the Area's border location and its subject to current NAFTA issues as they pertain to the trucking industry, the Area periodically has media inquiries and coverage of on-site events such as protests and program implementations. Although the Otay Mesa Inspection Facility does not have a Public Affairs Officer (PAO), it does have a Public Information Officer (PIO) that handles PAO duties at a much smaller scale. Be this as it may, all media inquiries are given full attention and adequate accommodations.

(a) The commander, who welcomes all media inquiries, has established a media template for the PIO and all supervisors that serve to assist in answering questions and providing information that is specific to the Area's operations and concerns.

(a)(2)(a) Area personnel have assisted the media by performing daily duties in their presence for the purpose of familiarity and/or documentation. Personnel have come to be accustomed to media coverage of their functions and duties and have performed the same without hesitation or reservation.

(b) Pertaining to the dissemination of information to the media, the Area has adopted the procedures outlined in Commercial Enforcement Manual HPM 82.6, Chapter 1, and the Public Affairs Manual, HPM 90.1

(d) All news media releases are forwarded to the Border Division Public Affairs Unit with all pertinent details.

(d)(2) The Area commander, supervisors and the PIO maintain a constant vigil in monitoring the local media regarding its coverage of any story/event concerning the Department as it pertains to the trucking industry.

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(d)(4) Public/Industry information events and presentations planned by the Area have an emphasis on conveying the Area's strategic goals.

#### **4. SCHOOLS**

N/A

#### **5. PUBLIC AFFAIRS PROGRAM**

The Otay Mesa Inspection Facility serves as a nexus between the trucking industry and the Department. As such the commander has implemented the Commercial Industry Education Program (CIEP), and the Mexican Commercial Industry Education Program (MCIEP – conducted in Spanish). Both programs serve to educate, identify problems, and convey Area Strategic Goals.

(b)(4) When goals of the Strategic Plan are not adequately addressed, the commander initiates a meet-and-confer with supervisors and the PIO to implement or revise measures and/or programs that focus on issues at hand.

(c)(2) The commander regularly speaks to the media and provides presentations to allied agencies and the trucking industry. In addition to the commander's presentations, the PIO conducts various speaking engagements with the media and industry.

(4)(a) The Area sergeants are knowledgeable in regards to the Department's Strategic Plan and the Area's Strategic Goals. The supervisors regularly review said goals and are aware/supportive of the public affairs programs' missions in conveying and meeting the same.

(d)(1) When involved in community activities which enhance the image of the Department, employees are recognized in the presence of their peers and presented with a commendable CHP Form 2. In addition to this form of recognition, employees may receive a commendable award or certificate of appreciation.

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SUMMARY STATEMENT

**1. COMMUNITY OPINION**

The Otay Mesa Inspection Facility plays an active role in its posture in the community. As the commercial regulatory state agency, the Area takes active steps to establish and maintain a good rapport with the industry, media and other federal and state agencies that monitor the trucking industry. As a whole, the community has felt the Department has done an excellent job in serving the public by insuring that the trucking community operates on the highways in a safe manner. The community, industry and allied agencies have come to appreciate the Department for its active role in serving and educating for the purpose of meeting the Department's Strategic Plan as it pertains to the commercial industry. Compared to other local agencies, the Department has the reputation of having a greater concern and a more focused interest for the personal safety of all in the community as they travel on the highways.

**2. THE OFFICER AND PUBLIC CONTACTS**

Area officers pride themselves in their work and take personal ownership of their public contacts. The officers take the time to insure the motorists understand any and all implications regarding the circumstances surrounding discrepancies. Furthermore, while insuring compliance, the officers maintain a professional demeanor that reflects CHP Pride.

(a) To handle positive and/or negative comments by pleased/displeased motorists, opportunity to fully express concerns/appreciation with a supervisor is extended. In addition to granting all motorists the right to voice their opinion/concern, the Department's complaint policy is fully disclosed.

(a)(1) The ratio of compliments to complaints is 4,869:1.

(a)(3) Complimented officers are given recognition by verbal notice/appreciation along with notation on the officer's CHP 100 Form and CHP 118 Evaluation.

(a)(5) Officers with patterns of complaints are counseled to determine if there are any personal issues that are hindering their performance at work. Notwithstanding any emotional/psychological issues, officers are given direction on how to conduct their contacts in a courteous manner and are encouraged to maintain a professional outlook and demeanor.